

## Appendix B: Industry's 5 A Day Update, August 2001

# Produce for Better Health Foundation

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DATE: August 17, 2001  
MEMO TO: Board of Directors  
FROM: Elizabeth Pivonka  
RE: **UPDATE**

### BOARD

- **Fall Foundation Committee Meetings:** Fall meetings will occur immediately following UFFVA's public policy conference in Washington DC on September 7-8. (All committee members are encouraged to attend the public policy conference.) All board members (or other staff) are welcome to audit Foundation committee meetings. Meeting times at the Washington Monarch Hotel are:

#### *Friday, Sept 7*

2:00-5:30 pm Health Infomediary Committee  
6:30-9:00 pm Welcoming Reception/Dinner for all

#### *Saturday, Sept 8*

8:00-12:00 am Marketing Committee Meeting  
3:30-6:00 pm Executive Committee Meeting  
6:30-9:00 pm Closing Reception/Dinner for all

### PROGRAMS

#### 1. Leveraging Resources to Advance 5 A Day

- **Northeast 5 A Day Across the USA™:** Plans are being finalized for the upcoming 5 A Day Across the USA tour in the Northeast, September 9-15, 2001. The following retail stores are participating: Ukrop's, Giant, Wegman's, Hannafords, and Stop & Shop. Upcoming Tours include Texas-January 2002 and Arizona- March 2002. For sponsorship info contact [cwenzing@5aday.com](mailto:cwenzing@5aday.com). For stop/event info, contact [abelick@5aday.com](mailto:abelick@5aday.com)
- **Regional Retail Specialists:** Gary Johnson, formally with the Washington Apple Commission, is scheduled to begin as an independent contractor as a Regional Retail Specialist in September. Gary will be working with retailers in the mid-west, participating in the 5 A Day Across the USA, and will be at PMA in Philadelphia. John Schildroth has been working with retailers in the Southeast to strengthen and develop 5 A Day programs.
- **5 A Day Billboards Available in March 2002- National Nutrition Month:** Over 660 PSA billboard locations have been secured for 5 A Day messages in 2001. Over 600 PSA billboard locations are available for sponsorship in 2002. Billboards are available in Cincinnati, Atlanta, Richmond, Minneapolis, St. Paul, Nashville, Oregon, Northern California, Los Angeles, Michigan, Tampa, Orlando, and Miami. Anyone can participate in the 5 A Day Billboard Campaign by leveraging media relationships for free billboard placement or by sponsoring the printing and posting of billboards. Billboards can be customized. To

participate or to inquire about additional locations, contact Amy Bielicki at [abielick@5aday.com](mailto:abielick@5aday.com)

- **Cross Promotions Sept. 2001:** The following retail stores are scheduled to participate in the upcoming September Cross Promotion: Acme, Big Y, Bruno's, Food Lion, Hy-Vee, Kroger, Publix, Ralphs, Richfoods, Shop rite, Schnuck's, Stop & Shop, and SuperValu. The non-produce partners include: T. Marzetti and Treasure Cave Blue Cheese. The promotion will be featured in national women's magazines to over 27 million consumers, consumers will receive coupons for over \$1.00 off on produce, over 50 million 5 A Day approved recipes will be distributed.
- **5 A Day Kids Activity Sheets and Lesson Plans:** Over 25 different kid's activity sheets are available on [www.5aday.com](http://www.5aday.com). In addition, 5 lesson plans for teachers have been added.
- **Target Marketing Task Force:** Thanks to Jim Lemke and CH Robinson, over 18,000,000 PLU stickers are being printed and placed on product as a 5 A Day test. The consumers will be directed to a promotional 5/Day web site.
- **Acosta Partnership Update:** 5 A Day Week Artwork and resources have been sent to the Acosta team to share with approximately 50 retail accounts for September 5 A Day Month Retail Promotions.
- **Retail Presentations:**
  1. Don Harris, Safeway and Amy Bielicki, PBH presented "Working With Retailers to Target the 5 A Day Message to Consumers" on the August 5 A Day State Coordinators call.
  2. Bielicki is working with PMA on a Grow Your Sales with 5 A Day seminar at PMA.
- **Excellence Awards:** Revised coordinator's guide for National 5 A Day Excellence Awards is available on [www.5aday.com](http://www.5aday.com). For more info, contact Marilyn Neilan at [mneilan@5aday.com](mailto:mneilan@5aday.com)

## 2. Enhancing the Business Climate for Fruits & Vegetables

- **National 5 A Day Steering Committee:** The last strategic planning meeting of the National 5 A Day Steering Committee was August 14<sup>th</sup>. The Steering Committee reviewed and approved each subcommittee's first year priorities, reviewed the decisions made from the first steering committee meeting in light of the subcommittee meetings, and evaluated the necessary resources and systems to ensure success. Revisions are being made and will be shared at the National 5 A Day Meeting on Sept 20.
- **USDA Meeting, August 15:** While 5 A Day Steering Committee members were in Washington D.C. for strategic planning, we sought a meeting with USDA Secretary Ann Veneman. Since Secretary Veneman was unavailable, she asked Eric Bost, Undersecretary for Food, Nutrition & Consumer Services to meet with us. The purpose of the meeting was to invite USDA to become a national partner with the 5 A Day Program by signing a Memorandum of Understanding between USDA, CDC, and NCI and to assign key agency leaders to participate on the 5 A Day Steering Committee. Three USDA agencies are of interest: *Food, Nutrition, & Consumer Services* because of its nutrition assistance programs and key role in framing nutrition policy; *Agricultural Marketing Service* because of its food purchases; and *Research, Education, & Economics*, because of the role it plays in nutrition research and nutrition monitoring, the study of the economics of the nutrition assistance programs, and a cooperative extension agency that can be more involved at local 5 A Day coalition levels. Other guests at the meeting included: George Braily, Acting Administrator, FNS; Brenda Lifi,

Acting Asst. Deputy Administrator for Special Nutrition Programs, FNS; Judy Wilson, FNS; Steven Christensen, Deputy Director of Center for Nutrition Policy and Promotion; Bob Keaney, AMS; Johanna Dwyer, nutrition researcher on special assignment; and Kathy Ellwood, ARS, Human Nutrition Research Branch Chief. Undersecretary Bost relayed that Secretary Veneman was very interested in our effort and following his discussions with her will let us know the extent that USDA will be involved in the 5 A Day Program. Secretary Veneman was also been invited to speak at the Sept 20 National 5 A Day Meeting.

- **National 5 A Day Meeting, Sept 20-22, 2001:** The final strategic plan will be shared at this meeting with all current and potential partners to encourage others to join the effort of increasing f/v consumption. Primarily by invitation only, there will be more than 200 key individuals there, including state 5 A Day coordinators, regional ACS and USDA representatives, several ADA media spokespersons, and others. NCI/ACS are funding the bulk of the conference, but assistance is needed for food costs. Industry members, along with nonprofit groups and state coordinators are encouraged to set up tabletop displays on the first day of this meeting. Contact [bberry@5aday.com](mailto:bberry@5aday.com) for more information. Contact [cwenzling@5aday.com](mailto:cwenzling@5aday.com) ASAP if interested in sponsoring a meal for these key f/v influencers.
- **NANA Urges Members to Contact Congress:** In a push to urge members of Congress to support increased funding for nutrition and physical activity funding for CDC, NANA urged its members and others to contact their member of Congress through calls, letters, and visits, especially during the August recess, and urge them to support increased funding for nutrition and physical activity through increasing funding to the CDC. NANA is supporting a funding level of \$50 mil for FY 2002 to allow the CDC to expand 1) its nutrition and physical activity program to more states (from the 12 that are currently funded to 24), 2) behavioral/intervention research, 3) monitoring and surveillance, 4) national communications, and 5) the 5 A Day program. NANA is also supporting the CDC Youth Media campaign at the current level of funding (\$125 million) and urging that the next focus of the campaign be on the promotion of fruit and vegetable intake.
- **Gap Analysis:** The Consumer Federation of America (CFA) has expressed interest in coordinating a press conference in Washington, DC touting the discrepancies between federal nutrition policy and lack of federal support to implement that policy. Other health groups have expressed interest in using information found in the gap analysis in their public policy efforts, when appropriate. A date has not yet been set for the press conference.
- **PBH Sponsored Advocacy Session Highlights Fruit and Vegetable Projects:** At the annual Society for Nutrition Education meeting in Oakland, CA in July, a PBH sponsored advocacy session titled: *Where Have All the Advocates Gone: Getting Active at the Local and State Level* drew over 50 SNE participants eager to learn how to become better advocates. Presenters provided an overview of advocacy and the advocacy process from defining the issues and forming a team, to developing an implementation strategy and action steps. Brenda Padilla, food service director from Vacaville Unified School District in CA, and PBH Board member, put the advocacy steps into action and described a project she launched to install salad bars in elementary schools.
- **Nutrition Monitoring Biochemical Tests at Risk:** PBH has learned that some core biochemical assessments of individual nutrients in the NHANES are threatened due to funding shortfalls. Such assessments, including homocysteine levels, vitamin c status and iron status, have been a historical strength of the National Nutrition Monitoring System. These tests have afforded both the scientific and public health policy community the opportunity to evaluate and assess important diet and health relationships that would otherwise have been unexplored and/or substantiated. PBH is working with other organizations to urge those involved to identify more reasonable alternatives to preserve the important biochemical assays
- PBH as Health Infomediary for Fruits and Vegetables

- **Consumer Columns:** *Another 5 A Day Challenge-Try Something New and Eat More For Better Health (5 A Day Week)* were released in July/August. Columns on sweet potatoes, dried plums, and broccoli rabe are scheduled. For information on sponsorship of a column, contact [cwenzling@5aday.com](mailto:cwenzling@5aday.com)
- **Phytonutrients:** Nationwide sampling of products was completed August 8, 2001. Carotenoid analysis is on schedule and additional equipment for flavonoid analysis has been ordered to facilitate project completion in a timely fashion. Elizabeth Pivonka and key people from USDA's Nutrient Data Laboratory met with John Milner at NIH to gain funding support for expansion of the Phytonutrient Database. Work to secure funding will continue with Dr. Milner and others at NCI.
- **Flavonoid Dietary Recommended Intakes (DRIs):** PBH participated in initial meeting to build a coalition to support the inclusion and positive outcome of a Food and Nutrition Board review of flavonoids. PBH is playing a major role in the development of the phytonutrient database that will support research needed to develop Dietary Recommended Intakes (DRIs) for flavonoid and other phytonutrients.
- **Communications:** A draft, action plan for developing a strategic communications program was developed as the first step in the work of the communications subcommittee of the expanded 5 A Day partnership. PBH provided information for articles in: Parenting, Fitness, and Men's Health magazines and the News Journal newspaper in DE.
- **Aboutproduce.com:** PBH met with PMA to discuss ways to jointly market and promote aboutproduce.com. Suggestions included joint mailings to health groups, inclusion in consumer columns, bookmarks in the PBH cookbook, articles in the PBH newsletter, and others. Hits for July 2001 totaled 860,000; accesses totaled 35,000.
- **National 5 A Day Week:** The theme for National 5 A Day Week is: "5 A Day: Yes You Can." PBH is repeating the "Sticking to 5 A Day" sticker contest for classrooms and kids. Dole Food Co. included information about the sticker contest in their newsletter to teachers nationwide. Complete information on this contest and other new 5 A Day materials can be found at [www.5aday.com](http://www.5aday.com) or contact [mneilan@5aday.com](mailto:mneilan@5aday.com)
- **5 A Day Cookbook:** PBH is working with Rodale Press to produce a cookbook featuring 150 fruit and vegetable recipes that is due in bookstores nationwide in January 2002. PBH members will be offered volume discounts on the cookbook. Cookbook promotions include the Northeast 5 A Day Across the USA tour, PMA's Fresh Summit conference, the New York food editor's luncheon in the spring. Contact [bberry@5aday.com](mailto:bberry@5aday.com) for more information.